

Amendments to the Claims:

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): In an interactive television (TV) environment, a method for selectively providing personalized interactive TV content comprising:

~~— associating a first personalization data with a respective second personalization data;~~
~~— broadcasting the receiving interactive TV content via a first broadcast stream, wherein at least some of the interactive TV content is including tagged content, the tagged content being marked by a tag comprising the first personalization data, and wherein the tagged content is personalized for display only by one or more receivers provided with the respective second personalization data;~~
~~— determining if the tagged content is targeted for a specific group of receivers based upon the first personalization data; and~~
~~— upon determining the tagged content is targeted for the specific group of receivers, transmitting the interactive TV content via a second broadcast stream to the specific group of receivers — wherein the second personalization data are selectively broadcast to the one or more receivers via the broadcast stream such that at least some of the one or more receivers selectively output or make use of the tagged content based on the second personalization data.~~

Claim 2 (canceled)

Claim 3 (currently amended): The method of claim 21, further comprising:

~~selectively broadcasting the second personalization data to the one or more at least one receivers or to one or more network system nodes.~~

Claims 4-5 (canceled)

Claim 6 (currently amended): An interactive television (TV) system comprising:

~~a personalization system distribution server to associate a first personalization data with a respective second personalization data;~~

~~a taggingreceiving module system configured to receive the first personalization data from the personalization system distribution server and to tag interactive TV content via a first broadcast stream, the interactive TV content including tagged content, the tagged content being marked by a tag comprising with said first personalization data; and~~

~~a broadcasting transmitting unit system configured to broadcast transmit the tagged interactive TV content to one or more a specific group of receivers via a second broadcast stream upon determining the tagged content is targeted for the specific group of receivers, wherein the tagged interactive TV content is personalized for display only by those of the one or more receivers selectively provided, via a broadcast system, with said second personalization data such that at least some of the one or more receivers selectively output at least some of the interactive TV content based on the second authorization key or second personalization data.~~

Claim 7 (canceled)

Claim 8 (currently amended): The system of claim 622, further comprising:

~~a distribution system configured to selectively provide the second personalization data to the at least some of the one or more receivers or to one or more network system nodes.~~

Claims 9-12 (canceled)

Claim 13 (currently amended): A tangible machine-readable medium storing instructions, which instructions, if executed by a processor, causes the processor to perform an operation comprising:

~~receiving interactive TV content via a first broadcast stream, wherein at least some of the interactive TV content is including tagged content, the tagged content being marked by a tag comprising the first personalization data, and wherein the tagged content is personalized for display only by one or more receivers provided with the respective second personalization data;~~

determining if the tagged content is targeted for a specific group of receivers based upon the first personalization data; and

upon determining the tagged content is targeted for the specific group of receivers, transmitting the interactive TV content via a second broadcast stream to the specific group of receivers
~~creating a tagged content by tagging interactive TV content with a first personalization data; and~~

~~selectively broadcasting via a broadcast system a second personalization data to one or more receivers; and~~

~~broadcasting the tagged content to a plurality of receivers including the one or more receivers via a broadcast stream such that at least one of the plurality of receivers selectively the tagged content based on matching the first personalization data with the second personalization data.~~

Claims 14-20 (canceled)

Claim 21 (new): The method of claim 1, further comprising selectively receiving second personalization data by at least one receiver of the specific group of receivers, via a third broadcast stream, the second personalization data including data to permit the at least one receiver to output the tagged content.

Claim 22 (new): The system of claim 6, further comprising selectively receiving second personalization data by at least one receiver of the specific group of receivers, via a third broadcast stream, the second personalization data including data to permit the at least one receiver to output the tagged content.

Claim 23 (new): The tangible machine-readable medium of claim 13, further comprising selectively receiving second personalization data by at least one receiver of the specific group of receivers, via a third broadcast stream, the second personalization data including data to permit the at least one receiver to output the tagged content.